

Message Text

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PAGE 01 BOGOTA 08068 111652Z

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /018 W

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R 101913Z SEP 74

FM AMEMBASSY BOGOTA

TO USDOC WASHDC

INFO SECSTATE WASHDC 4736

AMCONSUL MEDELLIN

AMCONSUL CALI

UNCLAS BOGOTA 8068

EO 11652: NA

TAGS: BEXP, CO

SUBJ: FOREIGN BUYER PROGRAM-INTERNATIONAL GRAPHIC ARTS EXPO
(PRINT-74) CHICAGO, NOVEMBER 16-25

REF: STATE 183577

1. MEETING OF KEY LEADERS COLOMBIAN PRINTING AND GRAPHIC ARTS (PGA) INDUSTRY HELD SEPTEMBER 5. ATTENDEES AGREED TO SUPPORT EMBASSY EFFORT BY PROVIDING NAMES AND ADDRESSES OF COLOMBIAN PGA FIRMS TO WHICH POST WILL SEND BASIC INFORMATION KIT INCLUDING INTRODUCTORY LETTER, GENERAL INFORMATION SHEET ON PRINT-74 AND TENTATIVE INTEREST FORM.

2. INITIAL MAILING OF BASIC INFORMATION KITS SCHEDULED FOR SEPTEMBER 9-10. LISTS OF RECIPIENTS IN MEDELLIN AND CALI CONSULAR DISTRICT WILL BE PROVIDED TO LATTER AS WELL AS 25 BASIC INFORMATION KITS AND PRINT-74 BROCHURES AND REGISTRATION FORMS TO BE DISTRIBUTED AS THE RESPECTIVE CONSULATES SEE FIT.

3. THOSE RECIPIENTS OF ABOVE BASIC INFORMATION KITS WHO RETURN A TENTATIVE INTEREST FORM TO EMBASSY WILL BE SENT A PRINT-74 BROCHURE AND REGISTRATION FORMS AND INVITED TO ATTEND A MEETING OF PROSPECTIVE PARTICIPANTS ABOUT MID-OCTOBER BY EMBASSY.

4. EDITOR OF TECNICAS GRAFICAS, A TECHNICAL SPANISH LANGUAGE MAGAZINE WITH A COLOMBIAN CIRCULATION OF APPROXIMATELY 3,000
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READERS IN PGA AND RELATED FIELDS, HAS AGREED TO PROMOTE POST

EFFORT BY DEDICATING NEXT ISSUE, INCLUDING COVER, TO PRINT-74
AND EMBASSY ORGANIZED FOREIGN BUYER GROUP. SAID ISSUE TO COME OUT
LATE SEPTEMBER OR EARLY OCTOBER.

5. POST REQUEST FOLLOWING TO AID IN PROMOTION AND PROCUREMENT EFFORTS:

A) AN ADDITIONAL 125 PRINT-74 BROCHURES AND REGISTRATION FORMS SENT
TO JAMES BELL, AMERICAN EMBASSY, APO NEW YORK 09895.

B) ADDITIONAL INFORMATION ON PRINT-74, EQUIPMENT, EXHIBITORS,
REPRODUCIBLE PHOTOS, ETC FOR USE BY TECNICAS GRAFICAS AND BY USIS-
ASAP.

C) ATTENDANCE OF PRINT-74 REPRESENTATIVE AT OCTOBER MEETING OF
PROSPECTIVE MISSION PARTICIPANTS TO PROVIDE MORE DETAILS, SLIDE
SHOW, ETC ON PRINT-74.

D) CLARIFICATION OF INFORMATION CARRIED COMMERCIAL NEWS FOR THE
FOREIGN SERVICE, JULY 1974 ISSUE, P. 20 SHOWING NATIONAL PRINTING
EQUIPMENT SHOW IN CHICAGO, NOVEMBER 13-16, IN ADDITION TO INTERNATIONAL

GRAPHIC ARTS EXPOSITION NOVEMBER 16-25. HAS FORMER SHOW ALSO BEEN
SELECTED FOR USDOC SUPPORT?.
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